

ALPHA60 X BRENDAN HUNTLEY PRESENT *SENSE OF DIRECTION* AT

HEIDE MUSEUM OF MODERN ART

11 March – 10 April 2023



Images: Brendan Huntley, *The Runner* (detail), 2023, photograph courtesy of Alpha60

Melbourne, Australia: A collaborative exhibition between artist **Brendan Huntley** and fashion label **Alpha60**, *Sense of Direction*, will launch this March at **Heide Museum of Modern Art**. The exhibition is an installation of paintings, sculptures, monotypes, rugs, clocks and jewellery, which together explore the transience of personal transformation.

The show will be presented in the award-winning Heide Modern from **11 March to 10 April 2023**. Heide Modern began life as the home of John and Sunday Reed in 1967 and today is one of five gallery spaces at Heide, with a special focus on site-responsive exhibitions by contemporary artists.

The centrepiece of the exhibition is a 32-metre-long carpet runner, custom-made to traverse the spaces of Heide Modern, spanning both floors and flowing from room to room. Brendan Huntley will also be unveiling his largest painting to date and recent sculptures, as well as archival artworks acquired by Alex and Georgie Cleary of Alpha60 over the years.

From the initial conversation about a collaborative rug back in 2019, the idea for the project grew through countless meetings. The synergy and excitement between Brendan, Alex and Georgie enabled the concept to evolve and the singular rug morphed into an ambitious immersive installation, with accompanying clocks and jewellery to mirror the rug's motifs.

Brendan Huntley comments: *"The idea of creating something that will be shown in Heide Modern – with the house's extraordinary history – inspired us to exaggerate the scale of a domestic item, to reflect how the space blurs the lines between house and museum."*

MEDIA RELEASE

20 February 2023

ALPHA60



The rug features an array of Brendan's bright motifs including faces, celestial beings, clocks, butterflies and eyes. They speak to Brendan's musings on the often temporary nature of personal transformation; how the landscape of individual growth moves in random patterns; and how euphoric moments of understanding can be fleeting.

Alex, Georgie and Brendan began moving in the same circles when Brendan was gaining popularity as the frontman of rock band **Eddy Current Suppression Ring**.

Georgie Cleary said, *"Our journey started with a friendship, became a desire to work together, sparked an idea, which has culminated in an exhibition."*

Georgie and Alex went to one of Brendan's first exhibitions at Hell Gallery in Richmond and bought a painting of a pair of upside-down wine glasses with faces on them – the painting still hangs in Georgie's bedroom today.

Throughout Brendan's art career, Georgie and Alex have followed him through multiple galleries and collected many of his works.

For the duration of the exhibition the artworks, jewellery, clocks and rugs will all be available to purchase via Alpha60's online store.

Brendan is represented by **Tolarno Galleries** and will be having a solo exhibition with the gallery later this year.

Ends

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EXHIBITION DETAILS:

Sense of Direction

11 March to 10 April 2023

Heide Museum of Modern Art, 7 Templestowe Road, Bulleen Victoria 3105

IMAGES available to download [HERE](#)

ABOUT BRENDAN HUNTLEY

Brendan Huntley is a sculptor, painter and lyricist from Frankston, Australia. His artworks are recognisable for their warm energy, tactile materiality and vibrant colours. They are often exhibited in conversation with one another through a contrast of mediums, and generally speak to the human condition in all its flawed and messy glory. Huntley completed the renowned Brighton Bay Art and Design Program in Melbourne and then studied at the Victorian College of the Arts before leaving to pursue his own self-guided practice.

Huntley has exhibited in numerous solo and group shows in Australia including the National Gallery of Victoria (Melbourne Now), the Adelaide Biennial (Dark Heart) and the Museum of Contemporary Art (Primavera). He has exhibited internationally in the US, UK, Hong Kong and Aotearoa. His work is held in major institutions across Australia and in the UK and Japan. Huntley is represented by Tolarno Galleries.

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ALPHA60



ABOUT ALPHA60

Melbourne fashion label ALPHA60 has had a very special sibling bond since the beginning.

Well before the company came into being, Alex and Georgie Cleary were already entrepreneurial as a dynamic duo working on their parent's Canberra rose farm, selling cut flowers, tea towels and beyond.

Born in 2005, ALPHA60 (a name inspired by Jean-Luc Godard's 1965 sci-classic Alphaville) has famously woven itself into the fabric of Australian fashion through a fresh take on classic styles and cuts, and a celebrated 'sophisticated quirk.'

Having launched at the National Gallery of Australia's Vivienne Westwood retrospective, a mixture of creativity and business savvy has come to define ALPHA60. Continuing to expand and experiment, the label now operates 10 boutiques across Australia in Melbourne, Sydney, Perth and New Zealand—having opened the 400sqm Chapter House concept store and exhibition space on Flinders Lane in late 2016.

Fiercely independent, ALPHA60 remains close to its roots, continuing to drive creativity from a small creative studio in Collingwood and ensuring its direct-to-consumer sales mean high quality yet still attainable.

With solo events at Australian Fashion Week and Melbourne Fashion Festival, two nominations in the Tiffany and Co designer award, and showrooms in Paris and New York, ALPHA60 has also seen its designs added to the permanent collection of the National Gallery of Victoria, being featured in the lauded 200 years of Australian fashion exhibition.

Their interest in the arts has led them to work with institutions such as NGV, Heide, MPavilion and curating garments for the Museum of Old and New Art (MONA).

'We've definitely both matured since we started out and our real motivation for the business to succeed is so we can keep working together'.

—Alex Cleary

'Our motto is *'keep your feet on the ground and head in the clouds'*.'

—Georgie Cleary

ABOUT HEIDE

Set on sixteen acres of parkland with Yarra River frontage, Heide Museum of Modern Art, or Heide as it is affectionately known, is one of Australia's most important cultural institutions. Once a significant Wurundjeri gathering place, the property was later a dairy farm before becoming known as a hub for Australian modernist art and writing after it was purchased by art patrons John and Sunday Reed in 1934.

The Reeds opened their home to the most progressive artists of their era, including Sidney Nolan, Albert Tucker, Joy Hester, John Perceval, Charles Blackman and Danila Vassilieff. Nolan's famous Ned Kelly series (1946–47) was painted in the dining room of the Heide farmhouse.

Continuing this spirited legacy, today Heide works to inspire creative talent, collaborating with emerging and mid-career artists as well as celebrating those who have made major contributions to Australian and international art.